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DSC640-T302

Week9&10: Milestone4

Supporting Documentation:

This infographic is aimed towards those who might be on the fence on whether to travel by plane. By providing statistics I am intriguing people to want to book a flight the second they finish reading the infographic. The infographic includes percentages of flights delayed and arrivals averted which verify that a minuscular amount (less than 1%) of flights get delayed or don’t arrive in their correct destinations. These numbers will make the audience realize that 1% is nothing in the grand scheme of thing and not consider this “inconvenience.”

The other pie chart included shows the chance of being in a fatal air accident versus being fatally struck by a drunk driver. By making this comparison I am making the audience consider (or introduce) a bigger fear to stray away from the fear of flying. The audience is then considering flying as a safer option, versus the chances of being killed by a drunk driver. I added graphs that make flying seem like a once in a lifetime opportunity. By showing the audience that seats on planes are filling up fast I am trying to invoke panic in the audience and this fear of missing out rather than a fear of flying. If the audience thinks someone else will have the opportunity to fly versus them, they are more likely to impulsively purchase a flight. Typically, we know that flights out of the country are more expensive versus across the USA so therefore I add a graph to add onto this fear of drunk drivers. If I show the audience that across the US, there are many drunk drivers they are more likely to book a more expensive flight further away thus bringing more pilots at a job and creating a better air transportation economy leading to overall safer air travel.